



**FEMA.gov Web Performance Metrics**

Nov 1, 2022 - Nov 30, 2022

**All Users**  
100.00% Sessions

Total Visits (Sessions)

**2,789,610**

% of Total: 100.00% (2,789,610)



Avg. Visit (Session) Duration

**00:02:01**

Avg for View: 00:02:01 (0.00%)



Unique Visitors (Users)

**1,721,441**

% of Total: 100.00% (1,721,441)



Average Pages Per Visit (Session)

**1.84**

Avg for View: 1.84 (0.00%)



Average Time on Page

**00:02:21**

Avg for View: 00:02:21 (0.00%)



Bounce Rate

**42.30%**

Avg for View: 42.30% (0.00%)



Pageviews

**5,142,627**

% of Total: 100.00% (5,142,627)



Sessions by Browser

Browser	Sessions
Chrome	1,293,695
Safari	978,537
Edge	262,587
Android Webview	72,709
Firefox	47,003
Safari (in-app)	42,949

Top Pages

Page	Pageviews	Bounce Rate
/	907,067	31.07%
/disaster/4673	286,726	39.96%
/flood-maps	188,645	22.73%
/disaster/coronavirus/economic/funeral-assistance	129,429	74.04%
/assistance/individual	111,864	19.41%
/es	111,249	17.97%
/locations/florida	85,101	27.56%
/es/disaster/4671	80,025	33.81%
/disaster/declarations	74,808	27.94%
/flood-insurance	60,329	45.57%

### New vs Returning Visitors (Users)

User Type	Users
New Visitor	1,450,012
Returning Visitor	552,466

### Pageviews by Source

Source	Pageviews
google	2,690,429
(direct)	1,161,579
disasterassistance.gov	321,052
bing	316,050
Facebook	97,919
search.usa.gov	89,582
yahoo	60,030
duckduckgo	29,175
Inks.gd	20,343
msc.fema.gov	15,795

FEMA.gov Search Performance Metrics

Nov 1, 2022 - Nov 30, 2022

All Users  
100.00% Sessions

Visits to FEMA.gov

2,789,610

% of Total: 100.00% (2,789,610)



Pageviews

5,142,627

% of Total: 100.00% (5,142,627)



Visitors Used the Search Form on FEMA.gov

31,542

% of Total: 1.13% (2,789,610)



Pageviews by Date

Date	Pageviews
20221101	281,919
20221102	275,393
20221110	258,012
20221103	252,138
20221107	248,194
20221108	235,988
20221109	228,217
20221114	225,610
20221104	217,717
20221115	212,882

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	843,585
(not set)	10,198
fema	245
fema disaster assistance	67
FEMA	65
https://www.fema.gov/	32
https://www.fema.gov/flood-maps	26
https://www.fema.gov/assistance/individual	24
https://www.fema.gov/disaster/4673	22
fema.gov	19

Pageviews by Device Category

Device Category	Pageviews
desktop	2,639,536
mobile	2,424,710
tablet	78,381

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
There is no data for this view.		

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
There is no data for this view.	

## Q1 How would you rate your overall experience today?

Answered: 723 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	25.17%	182
Above Average	18.53%	134
Average	23.65%	171
Below Average	10.93%	79
Poor	21.72%	157
TOTAL		723

## Q2 What information were you looking for today?

Answered: 723 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	36.65%	265
Other	9.82%	71
Employment or contracting opportunities	8.30%	60
Grants	7.75%	56
Flood maps	7.05%	51
Recovering from a disaster	5.39%	39
Training	4.70%	34
Information about FEMA	4.29%	31
Disaster declarations	3.87%	28
Contact information	2.63%	19
Flood insurance	2.21%	16
Forms or publications	2.21%	16
Disasters (specifically, types of disasters)	1.80%	13
Preparing for a disaster	1.66%	12
Email, RSS feeds, or subscription services	0.55%	4
Exercises	0.55%	4
News	0.55%	4
Photographs	0.00%	0
Video	0.00%	0
<b>TOTAL</b>		<b>723</b>

### Q3 Were you able to complete the purpose of your visit?

Answered: 723 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	42.32%	306
No	57.68%	417
TOTAL		723

## Q4 If you answered "No" to question 3, please select the option that best describes your difficulty.

Answered: 466 Skipped: 257

ANSWER CHOICES	RESPONSES	
Bad link	4.51%	21
Content wasn't easy to understand	24.68%	115
Error on page	6.65%	31
Multimedia/technical problem	6.22%	29
Other	52.15%	243
Outdated information	5.79%	27
<b>TOTAL</b>		<b>466</b>

## Q5 Would you still return to this website if you could get this information or service from another source?

Answered: 723 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	79.11%	572
No	20.89%	151
TOTAL		723

## Q6 Will you recommend this website to a friend or colleague?

Answered: 723 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	67.91%	491
No	32.09%	232
TOTAL		723

## Q7 Which one of the following best describes you?

Answered: 723 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	12.03%	87
Disaster Survivor	33.33%	241
Emergency Managers and Personnel	4.56%	33
First Responder	4.29%	31
Government Official or Employee	6.78%	49
Home (Property) Owner	17.70%	128
Insurance Agent	0.55%	4
Job Seeker	6.36%	46
Media	0.00%	0
Other	8.85%	64
Student or Educator	5.53%	40
<b>TOTAL</b>		<b>723</b>

## Q8 How was your experience finding your way around (navigating) FEMA.gov today?

Answered: 723 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	36.24%	262
Navigated to general area but couldn't find the specific content needed	17.15%	124
Other	11.34%	82
Would often feel lost, not know where I was	8.58%	62
Had technical difficulties (e.g. error messages, broken links)	7.88%	57
Links did not take me where I expected	7.75%	56
Too many links or navigational choices	5.67%	41
Links/labels are difficult to understand, they are not intuitive	5.39%	39
<b>TOTAL</b>		<b>723</b>

## Q9 How was your experience using our site search?

Answered: 723 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	24.07%	174
Encountered no difficulties	22.82%	165
Results were not helpful	13.55%	98
Other	11.76%	85
Results were not relevant to my search terms or needs	8.99%	65
I was not sure what words to use in my search	7.33%	53
Returned not enough or no results	5.12%	37
Returned too many results	3.32%	24
Results were too similar/redundant	3.04%	22
<b>TOTAL</b>		<b>723</b>